

**REMARKS**

**Changes in the Specification**

By the present amendment, Applicants have amended the specification to include reference to product data 34 and discount information 88 in order to overcome the drawing objections.

Applicants respectfully submit that the Specification does not need to be amended to change the reference for Figure 3 to Figure 3-1 and 3-2 because Figure 3 is in the drawings. As seen by the drawings, Figure 3-2 is a continuation of Figure 3-1 and is shown as such under Figure 3-2. There is no need to amend the Specification to include reference to Figures 3-1 and 3-2 because the drawings show the relationship with Figure 3.

**Drawing Corrections**

The drawing figures have been corrected to overcome the objections cited in the Office Action. Specifically, Web Server 22' and Customer Computer 30' of Figure 1B have been changed to Web Server 22 and Customer Computer 30 in order to be consistent with Figure 1A. With regards to reference signs 34 and 88 not being mentioned in the Specification, Applicants have amended the specification to now recite these elements. As such, Applicants respectfully submit that the drawing objections have been overcome.

**Pending Claims**

Claims 48-85 are now pending. Claims 1-47 have been canceled.

**Art Rejection**

In the Office Action, claims 1-47 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Dell Computer (a collection of prior art PTO-892, Items:U-X; and Henson, patent number 6,167,383). By the present amendment, Applicants have canceled claims 1-47 and added new claims 48-85 to recite the novel and unobvious aspects of the present invention.

For example, new independent claim 48 describes a system for facilitating the purchase of a bundle of products from a vendor by a customer who is a member of a prescribed group. The system has a custom store administrator computer configured to generate bundle selection data. The products to be bundled are selected by an administrator associated with the group. The system further includes a server system to create the bundles of products. The server system has an instantiation application for configuring the bundle of products with instantiation data for the group. In this respect, the instantiation data includes group data for creating a bundle of products tailored exclusively for the prescribed group. The server system further includes a reconciliation application for determining if product data is obsolete so that the bundle of products does not include non-existent products. The server system also includes an application server for generating the bundle of products from the bundle selection data, the instantiation application and the

reconciliation application. In this regard, the bundle of products are generated solely for the group and can be sold at an electronic commerce site of the vendor. Claims 49-59 are dependent upon claim 48 and add further limitations thereto. New independent claim 60 describes a computer-readable medium similar to claim 48, while claims 61-68 add further limitations thereto. Similarly, new independent claim 69 describes a method corresponding to claim 48, while claims 70-76 add further limitations thereto. New claim 77 is similar to claim 48 but written in means plus function format, while claims 78-85 add further limitations thereto.

Applicants respectfully submit that Dell Computer does not anticipate or render obvious the claims of the present invention because the Dell reference does not teach or suggest having an instantiation application that configures the bundle of products with instantiation data in order to tailor the bundle of products for the group. In this regard, the Dell reference does not teach or suggest using instantiation data that can be applied to the bundle of products in order to specifically create a bundle that the customers of the group would want to purchase. As described in the Specification at page 5, lines 18-21, the instantiation data can include discount information, store I.D. and logos to be displayed that are specific to the group. The Dell reference does not teach or suggest using instantiation data in order to further configure the bundles of products selected by the administrator such that claims 48-85 of the present application are not anticipated or rendered obvious.

**Conclusion**

In view of the preceding discussion, Applicants respectfully urge that the claims of the present application define patentable subject matter and should be passed to allowance. Such allowance is respectfully solicited.

If the Examiner believes that a telephone call would help advance prosecution of the present invention, the Examiner is kindly invited to call the undersigned attorney at (650) 622-2300.

Respectfully submitted,

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